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 16/877,566 19 May 2020 (19.05.2020) US</p> <p>(71) Applicant: INTERNATIONAL BUSINESS MACHINES CORPORATION [US/US]; New Orchard Road, Armonk, New York 10504 (US).</p> <p>(71) Applicants (for MG only): IBM (CHINA) INVESTMENT COMPANY LTD. [CN/CN]; 25/F, Pangu Plaza, No. 27, Central North 4th Ring Road, Chaoyang District,</p> | <p>Beijing 100101 (CN). IBM DEUTSCHLAND GMBH [DE/DE]; IBM-Allee 1, 71139 Ehningen (DE).</p> <p>(72) Inventors: STELMAR NETTO, Marco; c/o IBM Research, Rua Tutóia, 04007-005 São Paulo (BR). SILVA, Bruno; c/o IBM Research, Rua Tutóia, 04007-005 São Paulo (BR). DE FREITAS CUNHA, Renato; c/o IBM Research, Rua Tutóia, 04007-005 São Paulo (BR). FIGUEREDO DE SANTANA, Vagner; c/o IBM Research, Rua Tutóia, 04007-005 São Paulo (BR).</p> <p>(74) Agent: VETTER, Svenja; c/o IBM Deutschland GmbH, Patentwesen und Urheberrecht, IBM-Allee 1, 71139 Ehningen (DE).</p> <p>(81) Designated States (<i>unless otherwise indicated, for every kind of national protection available</i>): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, IT, JO, JP, KE, KG, KH, KN,</p> |
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(54) **Title:** AUTOMATICALLY GENERATING ENHANCEMENTS TO AV CONTENT

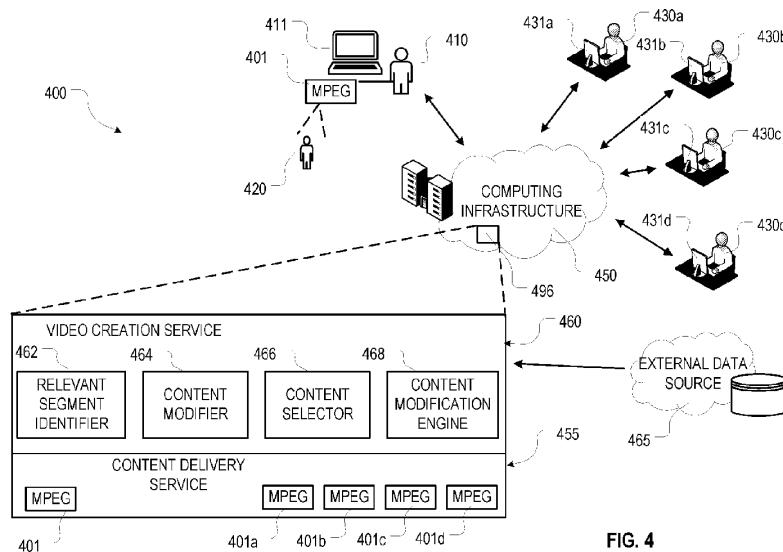


FIG. 4

(57) Abstract: A method for automatically generating enhancements to audio-visual (AV) content, a content manager, and a computer program product are provided. The method may comprise, by a processing unit, analyzing data about consumer interactions to generate consumer insights about original AV content, automatically associating the consumer insights with a segment of the original AV content, automatically generating content for the segment responsive to the consumer insights, and injecting the generated content into the original AV content to create modified AV content. The method may further comprise, by a network interface, receiving data about consumer interactions with the original AV content and automatically transmitting the modified AV content.

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